



# Salesmen *that* Travel on Cents and Bring Back Dollars

FOR years you have sent salesmen on the road---paid war-taxed railroad fares, taxicab and hotel bills---to say nothing of man-sized salaries.

And you haven't minded it a bit---it has paid---you got your money's worth.

But you didn't get all that was possible.

Unless you have consistently, persistently backed up those salesmen with strong, direct-to-your-man sales letters---there are hundreds of orders you didn't get and might easily have had.

Letter-salesmen travel on postage stamps and bring back untold dollars in good will and immediately profitable orders.

Seriously now, are you sending out enough letters to your trade? To tell the truth, haven't you been somewhat neglectful of this high-power, low-cost selling method by which the big mail-order houses have built up vast fortunes?

"Too much bother," you say. "Clutters up the office---haven't room for a lot of girls typing, folding and mailing letters."

We can answer that---"Don't!"

Don't turn your office into a printing plant---keep it clear for sales effort.

Let us do your MULTIGRAPHING, ADDRESSING, FILLING-IN, FOLDING AND MAILING.

Any member of the Circular Letter Producers' Association will give you the quality service you have a right to expect---honest, prompt, efficient.

That is why this Association was formed---so that you can know whom to depend upon for a standardized, stabilized service in circular letter production.

Whether your requirements are large or small, depend upon any member of the Circular Letter Producers' Association to give you fullest co-operation.

## A Real Opportunity for Young Women and Men

Do you want an opportunity in a clean-cut, growing business, where your earnings and future are in your own hands and where you can master what will always be both a trade and a profession? We need you and there are unlimited opportunities for ambitious young women and men in this field. Let the Circular Letter Producers' Association show you an employment that is interesting, pays well and has a future. Apply to Charles G. McCoy, Secy., Room 512, Flatiron Building, N. Y. City.

## Members of the CIRCULAR LETTER PRODUCERS' ASSOCIATION

ACE PRESS  
123 Liberty St. 'Phone Cortlandt 3884  
L. E. HAUSER

ADVANCE MAILING CO.  
80 Fifth Ave. 'Phone Chelsea 7328  
FREDERICK SOLOMAN

D. H. AHREND CO., INC.  
52 Duane St. 'Phone Worth 205  
HENRY BURKHAUSER

B. BROWN CO.  
229 W. 28th St. 'Phone Farragut 6340  
MISS BEATRICE BROWN

S. R. BURSCH  
276 Canal St. 'Phone Franklin 2996  
S. R. BURSCH

BUSINESS ADDRESS CO.  
23 Barclay St. 'Phone Barclay 6890  
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16 Exchange Place. 'Phone Hanover 7444  
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CHILDE & SMITH, INC.  
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COMMERCIAL LETTER CO.  
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110 East 23d St. 'Phone Gramercy 3420  
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16 West 23d St. 'Phone Gramercy 4301  
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GILBERT PUBLICITY SERVICE  
12 East 23d St. 'Phone Gramercy 3199  
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WILLIAM GRAY  
13 Park Row. 'Phone Barclay 8270  
WILLIAM GRAY

LOOP LETTER CO.  
247 West 5th St. 'Phone Greeley 2062  
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MADISON LETTER SHOP, INC.  
39 E. 7th St. and 1st Ave. 'Phone Murray Hill 2128  
FRANK H. MADISON

MODERN LETTER CO., INC.  
110 East 23d St. 'Phone Gramercy 1697  
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MULTIGRAPHED LETTER CO.  
2 Rector St. 'Phone Rector 2097  
S. M. MARCUS

MULTIGRAPH-PEERLESS LETTER CO.  
239 Fourth Ave. 'Phone Gramercy 6022  
J. H. DONNELLY

MULTI-SERVICE PRESS  
Herald Square Building 'Phone Greeley 4987  
R. W. LOCKWOOD

MULTI-TYPEWRITTEN LETTER CO.  
Woolworth Building. 'Phone Barclay 6096  
JAC. HOHENSTEIN

THE NATIONAL MULTIGRAPHING CO.  
206 Broadway 'Phone Cortlandt 842  
ALFRED E. ADLER

B. M. SMITH  
154 Nassau St. 'Phone Beekman 4774  
B. M. SMITH

STAR MULTIGRAPHING CO.  
1265 Broadway. 'Phone Madison Sq. 7203  
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TYPEWRITTEN FORM LETTER CO.  
45 Academy St., Newark, N. J.  
'Phone Market 9946  
F. E. PUFFER

WEBSTER LETTER ADDRESSING & MAILING CO.  
15 West 38th St. 'Phone Greeley 6181  
RAWLINGS WEBSTER

WEISS DUPLICATING CO.  
3 East 17th St. 'Phone Stuyvesant 564  
JULIUS WEISS

WILGO  
12 East 42d St. 'Phone Vanderbilt 2050  
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WOLFRATH CO., INC.  
79 Pine St. 'Phone Hanover 7722  
ARTHUR B. WOLFRATH

'The Sign of a  
Reliable Letter Shop'

